

Amendments to the Claims:

1. (Currently amended) A mobile phone having a software application for participating in a promotional offer, said mobile phone comprising:

a processor;

a processor readable storage medium comprising code embodied therein, the code comprising:

code configured to load promotional offer data into memory of the mobile phone;

code recorded in the processor readable storage medium configured to receive input of a promotional offer code into the mobile phone;

code recorded in the processor readable storage medium to access promotional offer code data that has been pre stored in the mobile phone, the promotional offer code data comprising parameters of a sponsor of a promotional campaign that awards prizes to winners of the promotional campaign;

code recorded in the processor readable storage medium configured to compare associate the an input promotional offer code with corresponding the promotional offer code data;

code recorded in the processor readable storage medium configured to construct a promotional offer entry in response to based on promotional offer code data that corresponds to matching [[a]] the promotional offer code, the promotional offer entry indicating to a sponsor that a user of the mobile phone desires to participate in the promotional offer; and

code recorded in the processor readable storage medium configured to transmit the promotional offer entry to the sponsor.

2. (Currently amended) The mobile phone of claim 1 wherein the pre stored promotional offer code data that resides in the mobile phone was is sent to the mobile phone via an over-the-air (OTA) process.

3. (Currently amended) The mobile phone of claim 1 wherein the promotional offer code data comprises data that is pre-provisioned in the mobile phone by the manufacturer so that the pre-

stored promotional offer code data ~~is that resides in the mobile phone was~~ embedded into the mobile phone by the manufacturer.

4. (Canceled).

5. (Currently amended) The mobile phone of claim [[4]] 1 wherein the code recorded in the processor readable storage medium to construct a ~~specific~~ promotional offer entry comprises:

~~code recorded in the processor readable storage medium configured to create a message addressed to the promotional sponsor in the a~~ format described by the promotional offer code data; and

~~code recorded in the processor readable storage medium configured to include the~~ content described by the promotional offer code data in the message.

6. (Currently amended) The mobile phone of claim 5 wherein the code recorded in the processor readable storage medium to construct a specific promotional offer entry further comprises:

~~code recorded in the processor readable storage medium configured to encrypt the~~ message.

7. (Currently amended) The mobile phone of claim 5 wherein the format of the promotional offer entry defined described by the promotional offer code data is comprises an SMS message.

8. (Currently amended) The mobile phone of claim 5 wherein the format of the promotional offer entry defined described by the promotional offer code data is comprises an MMS message.

9. (Currently amended) The mobile phone of claim 5 wherein the format of the promotional offer entry defined described by the promotional offer code data is comprises an e-mail message.

10. (Currently amended) A method operable on a mobile phone that allows the mobile phone to participate in a promotional offer, said method comprising:

loading promotional offer data into memory of the mobile phone;

receiving input of by the mobile phone a promotional offer code into the mobile phone;

~~accessing, by the mobile phone, promotional offer code data that has been pre-stored in the mobile phone, the promotional offer code data comprising parameters of a sponsor of a promotional campaign that awards prizes to winners of the promotional campaign;~~

comparing associating, by the mobile phone, the an input promotional offer code with corresponding the promotional offer code data;

~~constructing, by the mobile phone, a promotional offer entry in response to based on promotional offer code data that corresponds to matching [[a]] the promotional offer code, the promotional offer entry indicating to a sponsor that a user of the mobile phone desires to participate in the promotional offer; and~~

transmitting, by the mobile phone, the promotional offer entry to a promotional sponsor.

11. (Currently amended) The method of claim 10 wherein the ~~pre-stored~~ promotional offer code data ~~that resides in the mobile phone was~~ is sent to the mobile phone via an over-the-air (OTA) process.

12. (Currently amended) The method of claim 10 wherein the promotional offer code data comprises data that is pre-provisioned in the mobile phone by the manufacturer so that the pre-stored promotional offer code data is that resides in the mobile phone was embedded into the mobile phone by the manufacturer of the mobile phone.

13. (Canceled).

14. (Currently amended) The method of claim [[13]]10 wherein constructing a specific promotional offer entry comprises:

creating, ~~by the mobile phone~~, a message addressed to the promotional sponsor in the ~~a~~ format described by the promotional offer code data; and

including, ~~by the mobile phone~~, the content described by the promotional offer code data in the message.

15. (Previously presented) The method of claim 14 wherein constructing a specific promotional offer entry further comprises encrypting the message.

16. (Currently amended) The method of claim 14 wherein the format of the promotional offer entry defined described by the promotional offer code data ~~is comprises~~ an SMS message.

17. (Currently amended) The method of claim 14 wherein the format of the promotional offer entry defined described by the promotional offer code data ~~is comprises~~ an MMS message.

18. (Currently amended) The method of claim 14 wherein the format of the promotional offer entry defined described by the promotional offer code data ~~is comprises~~ an e-mail message.

19. (Currently amended) A mobile phone for participating in a promotional offer, said mobile phone comprising:

 a radio frequency (RF) module configured to receive a promotional offer code into the mobile phone;

 a processor configured to load promotional offer data into memory of the mobile phone and ~~to access promotional offer code data that has been pre-stored in the mobile phone, the promotional offer code data comprising parameters of a sponsor of a promotional campaign that awards prizes to winners of the promotional campaign, the processor further configured to compare associate the an input promotional offer code with corresponding promotional offer code data;~~ and

a graphical user interface configured to allow constructing, ~~by the mobile phone~~, a promotional offer entry in response to the based-on promotional offer code data that corresponds to matching [[a]] the promotional offer code, the promotional offer entry indicating to a sponsor that a user of the mobile phone desires to participate in the promotional offer,

wherein the RF module is further configured to transmitting the specific promotional offer entry to the [[a]] promotional sponsor.

20. (Currently Amended) The mobile phone of claim 19 wherein the ~~pre-stored~~ promotional offer code data ~~that resides in the mobile phone was~~ is sent to the mobile phone via an over-the-air (OTA) process.

21. (Currently Amended) The mobile phone of claim 19 wherein the promotional offer code data comprises data that is pre-provisioned in the mobile phone by the manufacturer so that the pre-stored promotional offer code data is that resides in the mobile phone was embedded into the mobile phone by the manufacturer.

22. (Canceled).

23. (Currently amended) The mobile phone of claim 19 wherein allowing constructing the promotional offer entry comprises:

the graphical user interface GUI allowing creating a message addressed to the promotional sponsor in the a format described by the promotional offer code data; and

the graphical user interface GUI allowing including the content described by the promotional offer code data in the message.

24. (Previously presented) The mobile phone of claim 23 wherein constructing the promotional offer entry further comprises encrypting the message.

25. (Currently amended) The mobile phone of claim 23 wherein the format of the promotional offer entry defined described by the promotional offer code data is comprises an SMS message.

26. (Currently amended) The mobile phone of claim 23 wherein the format of the promotional offer entry defined described by the promotional offer code data is comprises an MMS message.

27. (Currently amended) The mobile phone of claim 23 wherein the format of the promotional offer entry defined described by the promotional offer code data is comprises an e-mail message.